

BUILDING THE WORKFORCE OF TOMORROW

How lifelong learning and education–industry collaboration are shaping the future workforce

“ *Innovation moves fast.
Skills must move faster.* ”



LIFELONG
LEARNING



EDUCATION



INDUSTRY
COLLABORATION



INNOVATION



INCLUSION &
DIVERSITY

📍 ROTTERDAM, THE NETHERLANDS

TOGETHER TODAY, SHAPING TOMORROW



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BUILDING THE WORKFORCE OF TOMORROW

How lifelong learning, innovation and industry collaboration are shaping the future workforce

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CHAPTER 1

WHY LIFELONG LEARNING MATTERS MORE THAN EVER



The pace of change is accelerating.

2

CHAPTER 2

FROM DIPLOMA PROVIDER TO LIFELONG LEARNING PARTNER



Education is no longer a one-time event.

3

CHAPTER 3

BUILDING FUTURE SKILLS THROUGH ECOSYSTEMS



Future skills require shared ownership.

4

CHAPTER 4

A NEW TALENT PIPELINE FOR THE ENERGY TRANSITION



New pathways into critical sectors are possible.

5

CHAPTER 5

AI AWARENESS: PREPARING PROFESSIONALS FOR AN AI-DRIVEN WORKPLACE



AI literacy is becoming a core professional skill.

FROM CHALLENGE → TO OPPORTUNITY → TO ACTION



LIFELONG LEARNING



WORKFORCE DEVELOPMENT



INNOVATION



INDUSTRY COLLABORATION



ENERGY TRANSITION



ARTIFICIAL INTELLIGENCE

WHY LIFELONG LEARNING MATTERS MORE THAN EVER

THREE FORCES CONVERGING TOWARDS THE FUTURE WORKFORCE

1

TECHNOLOGICAL ACCELERATION



AI and automation



Drones and autonomous systems



Rapid digital transformation

2

LABOUR MARKET PRESSURE



Labour shortages



Ageing workforce



Competition for talent

3

CHANGING SKILLS



Skills become obsolete faster



Continuous learning required



New competencies emerge

THE FUTURE WORKFORCE



The workforce challenge is not only about attracting talent.
It is about **continuously developing talent.**

FROM DIPLOMA PROVIDER TO **LIFELONG LEARNING PARTNER**

Higher education is evolving to meet the needs of learners, employers and society.

TRADITIONAL MODEL

LINEAR PATHWAY



Education is front-loaded.
Learning happens before
entering the workforce.

FUTURE MODEL

CONTINUOUS LEARNING ECOSYSTEM



Education is continuous, flexible and embedded
in every stage of a career.



We are moving from **education for the start of a career**
to education **throughout a career.**

FROM PIONEERING TO ECOSYSTEM IMPACT

How Rotterdam University of Applied Sciences is contributing to a lifelong learning ecosystem

1 PIONEERING

2024 – 2026

-  New initiatives
-  First partnerships
-  Early programmes
-  Experimentation and learning



Testing, learning and building foundations.

2 EMBEDDING

2027+

-  Lifelong learning becoming part of everyday practice
-  Stronger connections between education and external partners
-  Growing ownership across the university



Moving from project to shared responsibility.

3 ECOSYSTEM IMPACT

2030+



Creating sustainable pathways for future skills development.

“

We are not building the ecosystem alone.
We are helping to **connect** and **strengthen** a broader learning ecosystem.

”

SHARED RESPONSIBILITY FOR FUTURE SKILLS



EDUCATION
Create learning opportunities



INDUSTRY & BUSINESS
Create workplace opportunities



GOVERNMENT
Create enabling conditions



LIFELONG LEARNERS
Take charge of their development



TOGETHER
Shaping the workforce of tomorrow

A NEW TALENT PIPELINE FOR THE ENERGY TRANSITION

Creating new pathways into engineering and energy transition careers through lifelong learning and industry collaboration



THE CHALLENGE



1. LABOUR SHORTAGES

in engineering and energy sectors



2. GROWING DEMAND

for energy transition professionals



3. UNTAPPED TALENT

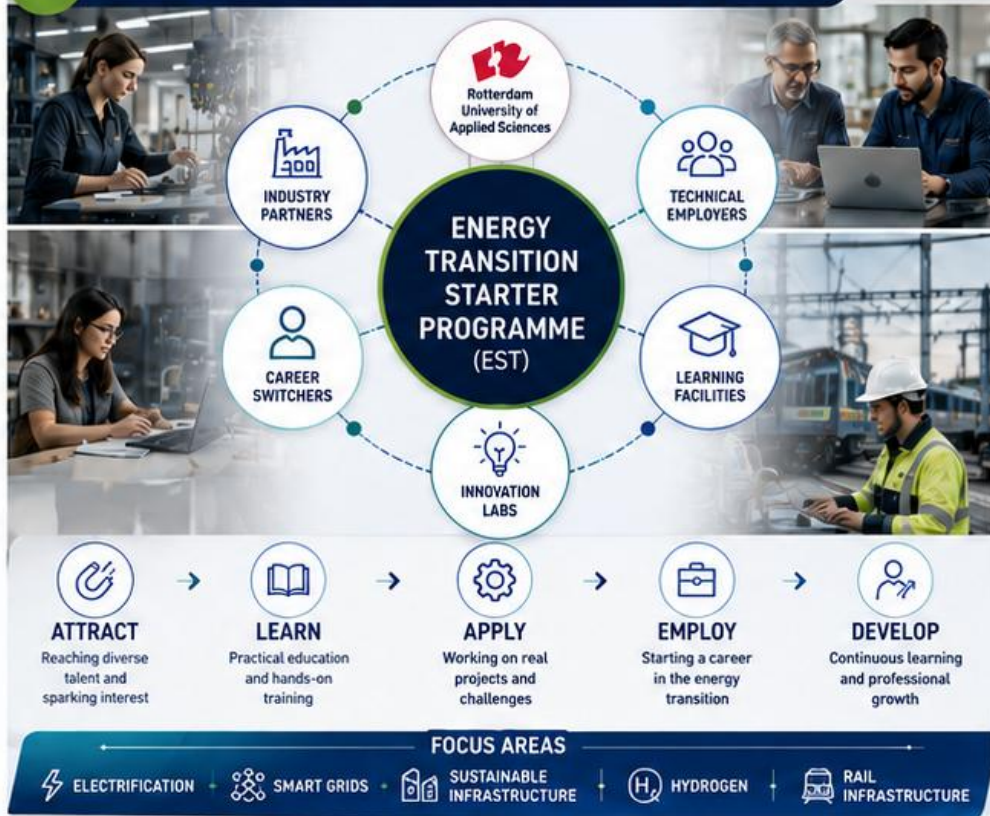
from other sectors and backgrounds



Bridging the gap between talent and opportunity is critical for a successful energy transition.



THE SOLUTION: A COLLABORATIVE ECOSYSTEM



MAKING AN IMPACT



500+

Applications received



17

Industry partners



3

Successful cohorts



11

Participants in the first cohort



30

Participants in the second cohort



100%

Still employed in the engineering sector



Increasing interest and growing impact with every cohort

WHO PARTICIPATES?



VOCATIONAL GRADUATES



BACHELOR GRADUATES



MASTER GRADUATES



CAREER SWITCHERS



AGE RANGE

20-54
YEARS

“ The energy transition requires not only **technology innovation**, but **talent innovation**. ”



AI AWARENESS

PREPARING PROFESSIONALS FOR AN AI-DRIVEN WORKPLACE

From awareness and experimentation to responsible application



ENTREPRENEURS &
SME OWNERS



OFFICE
PROFESSIONALS



EDUCATORS



TECHNICAL
PROFESSIONALS



MANAGERS &
TEAM LEADERS



STEP 1

AWARENESS

Understanding what AI is
and what it means for work.



STEP 2

EXPLORATION

Discovering opportunities,
risks and practical
use cases.



STEP 3

EXPERIMENTATION

Working hands-on with
AI tools in a safe learning
environment.



STEP 4

APPLICATION

Using AI responsibly to
improve productivity, decision-making,
creativity and collaboration.

PROGRAMME CHARACTERISTICS



No technical background required



Learning by doing



Practical workplace applications



Responsible and ethical AI use



Immediate relevance for professionals



Focus on confidence and capability



AI LITERACY IS BECOMING A **CORE PROFESSIONAL SKILL.**



SMALL BUSINESSES



OFFICES



EDUCATION



TECHNICAL ENVIRONMENTS



The challenge is not whether
AI will change work.
The challenge is whether **people**
are **prepared** for that change.



FUTURE-READY MINDSET



LIFELONG LEARNING



STRONGER WORKFORCES



BETTER SOCIETY

THANK YOU

Building the Workforce of Tomorrow Starts Today

“
We cannot predict
every job of the future.
But we can prepare people
to keep learning, adapting
and contributing.”



Thank you for
your attention.



Let us continue
building the workforce
of tomorrow together.



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LEARNING



WORKFORCE
DEVELOPMENT



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